


EXHIBIT 73

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, AND 30				1. REQUISITION NUMBER		PAGE 1 OF 97	
2. CONTRACT NO. N0018921DZ024		3. AWARD/EFFECTIVE DATE 20-May-2021		4. ORDER NUMBER		5. SOLICITATION NUMBER N0018920RZ020	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME ADELINA LACROCE		b. TELEPHONE NUMBER (No Collect Calls)		8. OFFER DUE DATE/LOCAL TIME 03:00 PM 13 Jul 2020	
9. ISSUED BY CODE N00189 NAVSUP FLC NORFOLK PHILADELPHIA OFFICE ATTN: ADELINA LACROCE 700 ROBBINS AVENUE, BLDG. 2B PHILADELPHIA PA 19111-5083 TEL: [REDACTED] FAX: [REDACTED]		10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: _____ % FOR: <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> EDWOSB NAICS: 541810 <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> 8(A) SIZE STANDARD: \$16,500,000					
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING	
15. DELIVER TO CODE N66715 NAVY RECRUITING COMMAND GOV'T REP. 5722 INTERGRITY DRIVE MILLINGTON TN 38054		16. ADMINISTERED BY CODE SEE ITEM 9					
17a. CONTRACTOR/ OFFEROR CODE OCME6 FACILITY CODE YOUNG & RUBICAM LLC GOV'T SALES 3 COLUMBUS CIR NEW YORK NY 10019-8760 TELEPHONE NO.		18a. PAYMENT WILL BE MADE BY CODE HQ0337 DFAS COLUMBUS CENTER NORTH ENTITLEMENT OPERATIONS PO BOX 182317 COLUMBUS OH 43218-2317					
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER		18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a. UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM					
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	SEE SCHEDULE						
25. ACCOUNTING AND APPROPRIATION DATA					26. TOTAL AWARD AMOUNT (For Govt. Use Only) [REDACTED]		
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3, 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED							
<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED							
<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN 0 COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.					<input checked="" type="checkbox"/> 29. AWARD OF CONTRACT: REF. N0018920RZ020 OFFER DATED 19-Mar-2021. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS: SEE SCHEDULE		
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) 			
30b. NAME AND TITLE OF SIGNER (TYPE OR PRINT)		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (TYPE OR PRINT) [REDACTED] / CONTRACTING OFFICER [REDACTED] EMAIL: [REDACTED]		31c. DATE SIGNED 19-Apr-2021	

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SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS (CONTINUED)					PAGE 2 OF 97	
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/ SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT	
	SEE SCHEDULE					
32a. QUANTITY IN COLUMN 21 HAS BEEN <input type="checkbox"/> RECEIVED <input type="checkbox"/> INSPECTED <input type="checkbox"/> ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____						
32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE		32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE			
32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE			32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE			
			32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE			
33. SHIP NUMBER	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT		37. CHECK NUMBER	
<input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL			<input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL			
38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY				
41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT 41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER		41c. DATE	42a. RECEIVED BY <i>(Print)</i>			
			42b. RECEIVED AT <i>(Location)</i>			
			42c. DATE REC'D <i>(YY/MM/DD)</i>	42d. TOTAL CONTAINERS		

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Section SF 1449 - CONTINUATION SHEET

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0001	Base Yr Basic Advertising Services FFP in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination MILSTRIP: N6671521RC043A1 PSC CD: R701	12	Months		
				MAX NET AMT	
ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0002	Base Yr Space Charges Media Placement COST and Postage in support of Commander, Navy Recruiting Command's Navy Marketing and Advertising Program in accordance with the Performance Work Statement attached hereto. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$56,515,825.79 Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date. FOB: Destination PSC CD: R701	1	Lot	\$56,515,825.79	\$56,515,825.79 NTE
				MAX COST	\$56,515,825.79

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ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0003		1	Lot		NTE

Base Yr Additional Advertising
FFP

Services in support of the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. See Contract Line Item Number (CLIN) definitions.

Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date.

This CLIN requires the offeror to propose a fully burdened blended hourly rate for each of the five (5) organizational segments listed below. The fixed price blended hourly rates will be used to place task orders for services that are emergent and fall outside the scope of CNRC's Annual Advertising and Marketing Plan, but remain within the total scope of the contract.

For purposes of proposal evaluation, the Navy will evaluate based on the blended hourly rates proposed and the Government's estimated hours for each segment. Offerors shall propose blended labor rates and provide the total amount for each of the following five (5) segments:

(1) Research, Strategic Planning, Program Development and Assessment:
(blended hourly rate) x 700 hours = (Amount)

(2) Creative Strategy, Execution, and Production:
(blended hourly rate) x 10,000 hours = (Amount)

(3) Media and Related Services:
(blended hourly rate) x 500 hours = (Amount)

(4) Prospect Relationship Management and Fulfillment Operations:
(blended hourly rate) x 3,000 hours = (Amount)

(5) Field Events Marketing:
(blended hourly rate) x 500 hours = (Amount)

THE OFFEROR SHALL INSERT A PROPOSED FULLY BURDENED BLENDED HOURLY LABOR RATE AND AN EXTENDED TOTAL FOR EACH OF THE FIVE SEGMENTS. FOR THIS CLIN, THE GOVERNMENT WILL EVALUATE PRICE BASED ON THE AGGREGATE TOTAL AMOUNT OF ALL FIVE SEGMENTS ADDED TOGETHER.

In the event the offeror makes an apparent mathematical error in calculating the amount for each segment, the Government will consider the blended hourly labor rates proposed to be correct. Task orders placed against this CLIN shall be issued on a Firm Fixed Price (FFP) basis. For the placement of task orders under this CLIN, the number of hours and mix of segments will be negotiated between the

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Government and the resultant Contractor; however, the blended labor rates utilized for the placement of task orders will be fixed based on the rates proposed above and incorporated into the resultant contract award.

FOB: Destination

PSC CD: R701

MAX
NET AMT

ITEM NO	SUPPLIES/SERVICES	MAX QUANTITY	UNIT	UNIT PRICE	MAX AMOUNT
0004	Base Yr Additional Other Direct Expenses FFP (ODEs) in support of emergent tasks under CLIN -003 for the Commander, Navy Recruiting Command's Advertising and Marketing Program in accordance with the Performance Work Statement (PWS) requirements specified herein. The CLIN will be used in conjunction with CLIN -003 Additional Advertising Services. See Contract Line Item Number (CLIN) definitions. Offerors shall use Not To Exceed Max Amount \$6,591,469.97.	1	Lot	\$6,591,469.97	\$6,591,469.97 NTE
<p>Anticipated Base Ordering Period and Period of Performance 20 May 2021 through 19 May 2022. Ordering Period and Period of Performance are subject to change based on actual award date.</p> <p>FOB: Destination</p> <p>PSC CD: R701</p>					

MAX
NET AMT

\$6,591,469.97